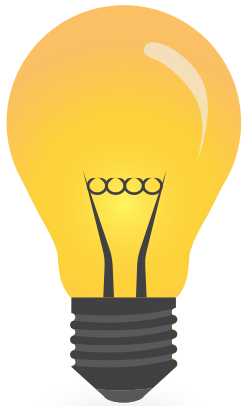


IMPLEMENTING LANDING PAGE THEMES



What kind of landing page do you think would generally be most successful?

A.

A landing page that lists the 10 best features of its product

B.

A landing page that lists the 4 great testimonials from happy clients

C.

A landing page that identifies 6 major problems the product can solve

D.

A landing page that highlights 9 possible benefits from using the product

E.

A landing page that identifies the top 3 problems the audience faces, describes 3 important benefits of using the products, 5 great features of the product, and includes 1 or 2 great testimonials.

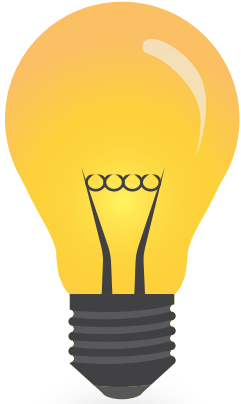


A landing page that identifies the top 3 problems the audience faces, describes 3 important benefits of using the products, 5 great features of the product, and includes 1 or 2 great testimonials.

Hopefully, you agree that the last option is the one that would generally work best in almost any case. This variety of information can address concerns, create relevance, improve trust, and establish credibility.

Features and Testimonials

A common way to improve a landing page is to include a list of important features about your product and testimonials from satisfied customers.



On a landing page, what's the best way to describe your features to ensure visitors take action?

A.

Write about each feature in depth to ensure visitors understand every possible use

B.

List the features in a bullet or numbered list using as few words as possible

C.

Pick the 3 to 5 best features and quickly highlight the benefits each one provides



Ideally, your copy should translate features into benefits, clearly communicating why the feature has value and how it can provide something useful to the visitor.

Long descriptive pieces of copy about features will slow down the visitor. On the flip side, a short bullet list like this one isn't descriptive enough, especially when trying to figure out how these features equal value for the reader:



Instead, you should highlight the benefits worth the most to the audience and emphasize them with short copy:

01

UNLIMITED STORAGE

- Never worry about sending or saving messages with large attachments again

02

UNLIMITED ACCOUNTS

- Setup as many email accounts as you want and manage them in one place

03

MOBILE ACCESS

- Download our easy-to-use app works on iPhone and Android

Testimonials are valuable as well. Using quotes from happy customers can help convince landing page visitors that the value they're hoping for from your product is real.

Scenario 01

Consider this scenario: A customer emails your salesperson and says the following about the interactive experience you provide, "I'm so happy with the escape room experience I had at The FearHouse. My family and I travelled all the way from Detroit. When we got there, we were greeted so politely. Our group of 6 loved it - it was exciting and fun - we can't wait to try another experience! Thanks so much!"

If you wanted to turn this message into a testimonial on your landing page, what would you do: use the entire quote, use parts of it, or use one line?



Scenario 02

Here's one option: Use the last line - "Our group of 6 loved it - it was exciting and fun - we can't wait to try another experience!" - and say it's from a satisfied customer in the Detroit, MI area.

Consider this scenario: One of your support people receives the following message from a customer in San Francisco. "As far as help desk providers go, yours is the best and I've tried them all. I manage over 1000 customer accounts and I needed a solution that works on mobile. Your platform works FAST and it helped me reduce the backlog of help requests by 30% in the first month. Any chance I could get a discount if I refer some other business owners I know? Let me know. Thanks again." What would you do with this message? Could you turn it into a testimonial - if so, how?



Friendly and Focused

Imagine you had a new app to promote, but your copywriter delivered the following to describe it on your app download landing page:

| NOW AVAILABLE
| Create AR Emojis
| with Your Phone

| Using augmented reality,
you can create an
animated emoji of your
face.

| Show your emotions:
happy, sad, surprised,
LOL, and more.

| Download our free
app for iPhone and
Android today.

There's so emotion at all - nothing that explains how fun the experience could be using the app. So you decide to adopt the "Friendly and Focused" approach for your landing page... but how would you change the copy from the existing version? What would you write instead? And would you compliment your copy with visuals of any kind?

Blog Post Style

Landing pages written in a blog post style can be effective if the information provided supports your goal for the page and the needs of your audience.

Consider the following: you've got an app design and development agency focused on creating solutions for small businesses. Your goal is to write blog post style landing pages that get readers to contact your for a free quote using a short form at the bottom of the page.

How One Small Business Used a Mobile App to 10x Its Profits

01

6 Reasons Apple Should Create Its Own Mobile App on Android

02

Mobile Loyalty Programs: How Do They Work and Why Your Businesses Needs One

03

WHICH OF THE FOLLOWING BLOG POST TOPICS WOULD SERVE YOU AND YOUR READERS WELL?

04

10 Surprising Reasons to Eliminate Your Business Website

05

Top 8 Surprising Problems Our Customers Solved with a Mobile App

3 of the topics above [in bold] carry enough relevance to your goals and customers needs that they could be successful topics for a blog post style landing page. The other 2 aren't relevant enough, at least on the surface. Note that the success of any blog post landing page you create will depend in part on the effectiveness of the headline - if it's not immediately relevant to your reader and if it doesn't promise valuable insight, they won't read it.

Competitor Attacks

When creating a Competitor Attack landing page, what's the main purpose?

To make the competitor look bad.

To make your product/service look much more attractive by comparison.

To make your product/service look better than it actually is.

To make the competitor look worse than it actually is.

The answer is B. Use factual information as copy within your page, and consider how you can convince visitors to abandon their consideration or use of the competitor's product and adopt yours instead.

Now, consider the following scenario. PhoneLight is your new iPhone app that allows users to shine various kinds of lights from their phone - different intensities, colors, and more. IllumiPhone is the top downloaded app in the same category of apps.



Has this landing page copy done a good job of presenting a credible and effective Competitor Attack?

What parts of the copy are good? What copy is not so good?
How would you rewrite this copy?